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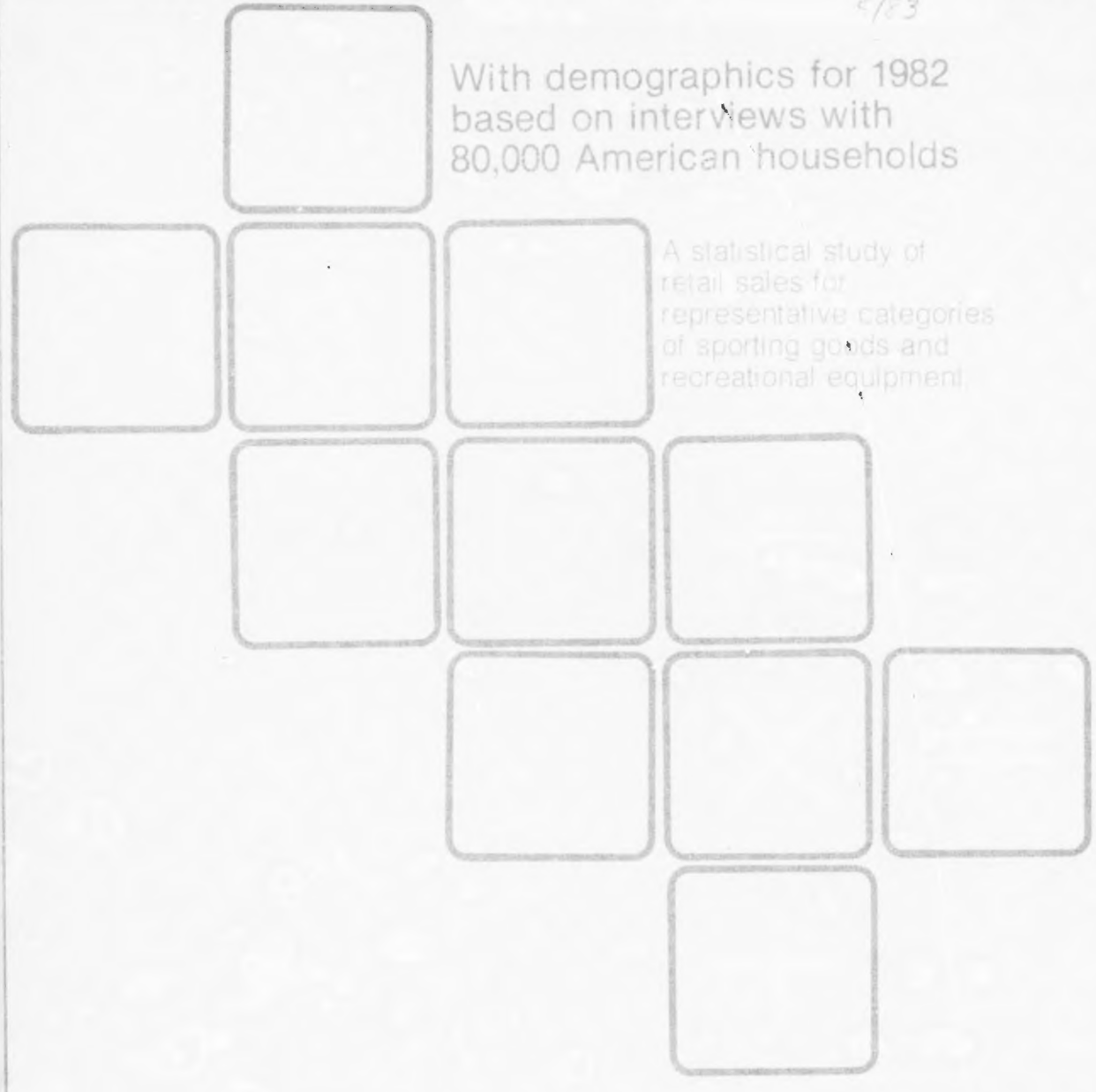

With demographics for 1982 based on interviews with 80,000 American households

A statistical study of retail sales for representative categories of sporting goods and recreational equipment

The Sporting Goods Market in 1983

The National Sporting Goods Association, 1699 Wall Street, Mt. Prospect, IL 60056

ISSN: 0736-0703

THE SPORTING GOODS MARKET IN 1983

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Prepared for the

NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1981 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1982 season (October 1981 - September 1982) consumer purchases of sporting goods products based on a survey among a total of 80,000 households. A similar reporting period was used for 1981 purchases. However, 1980 and earlier purchases were based on the calendar year. In addition, projections of 1980-82 sales were based on all, approximately 80 million, U.S. households. Before 1980, the consumer panel included only family households, and so projections of 1979 and earlier were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 41 products were included in the study. Replies were received from approximately 74% of the sample.

The *Sport & Athletic Clothing* category represents our effort to more fully represent soft goods sales. While it does not include all athletic clothing bought by consumers, it does indicate year-to-year sales trends for key products in this growing category. Before 1981, surveys had reported only skiwear, golf and tennis clothing, and warm-up suits.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units purchased in each type of outlet is based only on the *most recent* purchase. The percentages are indicative of the relative unit sales by outlet type, but they do not represent the actual percent of units sold by each type.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data contains brand share statistics and the percent distribution of purchases by price point. This information is available from the National Sporting Goods Association at a cost of $300 per product, with discounts for multiple report purchases. Also, the fact that we have identified recent purchasers of 41 different products means that follow-up studies among recent owners can easily be done on specific products. Anyone interested in obtaining further market research should contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 200,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.5% of the U.S. households live in New England, and 5.5% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1981. Not included in 1981 consumer survey.
(b) Estimated for 1982. Not included in 1982 consumer survey.
(e) Estimated. Not included in consumer survey for that year.
N.A. Not available.
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(in millions)

	1981	1982	1983 Forecast	Percent Increase 1983 vs. 1982
Athletic & Sport Clothing				
Athletic Socks	$ 267.6	$ 281.0	$ 306.0	9%
Bathing Suits	860.0	937.4	975.0	4
Golf Clothing	198.0	204.0	214.0	5
Parkas - Down/Fiber Filled	351.7	239.2	244.0	2
Shorts - Elastic Waist	334.0	374.1	412.0	10
Skiwear	257.7	231.9	244.0	5
Sweat Shirts	191.5	212.6	238.0	12
Tennis Clothing	150.1	144.1	151.0	5
Vests - Down/Fiber Filled	238.0	166.6	167.0	-
Warm-up Suits	352.2	385.3	393.0	2
	$3,200.8	$3,176.2	$3,344.0	5
Athletic & Sport Footwear				
Baseball Shoes	$ 57.6	$ 47.9	$ 46.0	(4%)
Basketball Shoes	80.3	80.5	85.0	6
Bowling Shoes	33.0	32.0	33.0	3
Football Shoes	32.3	33.9	32.0	(6)
Golf Shoes	78.4	98.5	102.0	4
Gym Shoes/Sneakers	616.4	658.8	672.0	2
Hiking Boots	85.8	85.8	86.0	-
Hunting Boots	73.7	66.3	67.0	1
Jogging/Running Shoes	372.1	421.0	463.0	10
Racquetball Shoes	28.0	25.3	25.0	(1)
Soccer Shoes	43.1	48.6	52.0	7
Tennis Shoes	283.8	286.6	292.0	2
	$1,784.5	$1,885.2	$1,955.0	4
Athletic & Sport Equipment				
Archery	$ 169.1	$ 168.3	$ 170.0	1%
Baseball & Softball	157.3	152.1	161.0	6
Basketball	66.5	63.6	67.0	5
Billiard	146.1	124.0	128.0	3
Bowling Accessories	107.4	103.3	105.0	2

PROJECTED SALES OF SPORTING GOODS
(in millions)

	1981	1982	1983 Forecast	Percent Increase 1983 vs. 1982
Athletic & Sport Equipment-Cont.				
Camping	$ 662.8	$ 704.7	$ 733.0	4%
Exercise	493.4	499.5	554.0	11
Firearms & Hunting	1,453.7	1,481.9	1,497.0	1
Fishing Tackle	638.7	586.2	604.0	3
Football	50.0	49.0	49.0	-
Golf	412.6	492.8	513.0	4
Ice Skates & Hockey	92.0	87.3	87.0	-
Racquetball	93.7	71.8	68.0	(5)
Roller Skates	75.6	38.0	37.0	(3)
Skin Diving & Scuba Gear	70.0	70.0	67.0	(4)
Snow Skiing				
Downhill	222.5	249.2	262.0	5
Cross-Country	84.6	82.6	84.0	2
Soccer	52.2	58.3	63.0	8
Table Tennis	33.0	31.0	32.0	3
Tennis	253.5	286.6	292.0	2
Water Skis	123.0	106.0	108.0	2
Volleyball & Badminton Sets	24.6	22.9	24.0	5
Athletic Goods Team Sales	1,280.0	1,254.0	1,279.0	2
Total Equipment	$ 6,762.3	$ 6,783.1	$ 6,984.0	3
Sub-total	$11,747.6	$11,844.5	$12,283.0	4
Recreational Transport**				
Bicycles & Supplies	$ 1,299.0	$ 1,148.0	$ 1,228.0	7%
Pleasure Boats, Motors & Accessories	3,656.0	3,777.0	4,000.0	6
Recreational Vehicles	1,820.0	1,709.0	1,863.0	9
Snowmobiles	202.0	157.0	157.0	-
Total Recreational Transport	$ 6,977.0	$ 6,791.0	$ 7,248.0	7
Total All Products	$18,724.6	$18,635.5	$19,531.0	5

** Sales and forecasts were provided by industry associations.

ATHLETIC AND SPORT CLOTHING

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Athletic Socks			$281,000		5% (b)
Bathing Suits	44,937	$20.86	937,386	4	9
Golf Clothing			204,000		3 (b)
Parkas (Down & Fiber filled)	3,783	63.22	239,161	(33)	(32)
Shorts (Elastic-waist)	42,172	8.87	374,066	(2)	12
Skiwear			231,900		(10)
Sweat Shirts			212,600		11 (b)
Tennis Clothing			144,100		(4)
Vests (Down & Fiber filled)			166,600		(30) (b)
Warm-up Suits	13,564	28.41	385,353	4	9
Total			$3,176,166		(1)

ATHLETIC AND SPORT CLOTHING

BATHING SUITS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	4.2%	$17.71
Sport Specialty Stores	5.8	21.32
Pro Shops	0.1	*
Department Stores	55.3	22.48
Discount Stores	17.0	14.05
Catalog Showrooms	0.5	*
Mail Order	6.0	20.99
Other Outlets	11.1	24.26
Total	100.0%	$20.86

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	781.8 (e)
1981	43.2	860.0
1982	44.9	937.4

1976-79 projections based on family households; 1980-82 projections based on all households.

PARKAS (DOWN AND FIBERFILLED)

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	8.7%	$61.70
Sport Specialty Stores	11.7	98.59
Pro Shops	0.4	*
Department Stores	38.8	57.15
Discount Stores	15.2	46.80
Catalog Showrooms	1.3	*
Mail Order	12.6	70.24
Other Outlets	11.3	63.12
Total	100.0%	$63.22

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	390.8 (e)
1981	5.7	351.7
1982	3.8	239.2

1976-79 projections based on family households; 1980-82 projections based on all households.

ATHLETIC AND SPORT CLOTHING

SHORTS (ELASTIC WAIST)

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	8.6%	$10.33
Sport Specialty Stores	13.5	11.84
Pro Shops	1.9	*
Department Stores	39.8	9.03
Discount Stores	22.6	5.69
Catalog Showrooms	0.9	*
Mail Order	4.1	*
Other Outlets	8.6	7.33
Total	100.0%	$ 8.87

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	303.6 (e)
1981	43.0	334.0
1982	42.2	374.1

1976-79 projections based on family households; 1980-82 projections based on all households.

SKIWEAR

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Annual Expenditure
General Sporting Goods	14.3%	$106.45
Sport Specialty Stores	59.6	129.27
Pro Shops	4.4	*
Department Stores	9.9	104.85
Discount Stores	6.9	*
Catalog Showrooms	0.5	*
Mail Order	1.4	*
Other Outlets	3.0	*
Total	100.0%	$114.81

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		138.3 (e)
1977		172.9 (e)
1978		207.5
1979		203.0
1980		271.2
1981		257.7
1982		231.9

1976-79 projections based on family households; 1980-82 projections based on all households.

ATHLETIC AND SPORT CLOTHING

TENNIS CLOTHING

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Annual Expenditure
General Sporting Goods	12.0%	$56.25
Sport Specialty Stores	29.6	75.45
Pro Shops	10.7	97.64
Department Stores	28.8	42.84
Discount Stores	10.7	33.96
Catalog Showrooms	-	-
Mail Order	2.6	*
Other Outlets	5.6	*
Total	100.0%	$61.03

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		103.0
1980		150.0
1981		150.1
1982		144.1

1976-79 projections based on family households; 1980-82 projections based on all households.

WARM-UP SUITS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	8.6	$34.16
Sport Specialty Stores	8.4	41.76
Pro Shops	1.9	*
Department Stores	43.3	27.00
Discount Stores	24.8	21.60
Catalog Showrooms	0.7	*
Mail Order	4.7	29.09
Other Outlets	7.6	26.79
Total	100.0%	$28.41

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.5	132.8
1977	11.4	236.1
1978	7.5	168.8
1979	7.4	188.8
1980	11.8	335.0
1981	13.1	352.2
1982	13.6	385.4

1976-79 projections based on family households; 1980-82 projections based on all households.

ATHLETIC AND SPORT FOOTWEAR

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Baseball Shoes	2,288	$20.94	$ 47,911	(16%)	(17%)
Basketball Shoes	2,784	28.91	80,485	(5)	-
Bowling Shoes			32,000		(3)(a)(b)
Football Shoes			33,900		5 (a)(b)
Golf Shoes	2,227	44.21	98,456	15	26
Gym Shoes/Sneakers*	33,511	19.66	658,826	(2)	7
Hiking Boots			85,800		- (b)
Hunting Boots			66,300		(10)(a)(b)
Jogging/Running Shoes	15,397	27.34	420,954	12	13
Racquetball Shoes	933	27.13	25,312	(13)	(10)
Soccer Shoes	2,637	18.45	48,653	18	13
Tennis Shoes	12,439	23.04	286,595	(2)	1
Total			$1,885,192		6

* This category is based on consumer perception and probably includes footwear more accurately placed in other footwear categories.

ATHLETIC AND SPORT FOOTWEAR

BASEBALL SHOES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	19.7%	$25.05
Sport Specialty Stores	33.5	24.97
Pro Shops	1.3	*
Department Stores	11.6	17.73
Discount Stores	25.5	13.39
Catalog Showrooms	0.4	*
Mail Order	0.4	*
Other Outlets	7.6	*
Total	100.0%	$20.94

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.5	32.1
1977	2.8	38.2
1978	3.1	43.8
1979	2.7	45.0
1980	3.1	56.2
1981	2.7	57.6
1982	2.3	47.9

1976-79 projections based on family households; 1980-82 projections based on all households.

BASKETBALL SHOES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	19.3%	$31.05
Sport Specialty Stores	31.2	36.01
Pro Shops	-	-
Department Stores	14.7	25.25
Discount Stores	17.4	21.89
Catalog Showrooms	0.9	*
Mail Order	0.9	*
Other Outlets	15.6	22.85
Total	100.0%	$28.91

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	4.7	75.1
1977	5.0	83.6
1978	4.8	97.6
1979	5.2	118.7
1980	3.4	85.8
1981	2.9	80.3
1982	2.8	80.5

1976-79 projections based on family households; 1980-82 projections based on all households.

ATHLETIC AND SPORT FOOTWEAR

GOLF SHOES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	9.1%	$42.59
Sport Specialty Stores	16.5	49.70
Pro Shops	40.3	50.46
Department Stores	11.1	31.96
Discount Stores	8.6	30.48
Catalog Showrooms	1.7	*
Mail Order	5.3	*
Other Outlets	7.4	*
Total	100.0%	$44.21

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.4	64.9
1977	2.0	55.8
1978	1.6	47.8
1979	1.5	48.7
1980	N.A.	68.0 (e)
1981	1.9	78.4
1982	2.2	98.5

1976-79 projections based on family households; 1980-82 projections based on all households.

GYM SHOES/SNEAKERS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	7.1%	$25.51
Sport Specialty Stores	15.3	28.45
Pro Shops	1.1	*
Department Stores	28.9	19.09
Discount Stores	27.4	12.66
Catalog Showrooms	0.5	*
Mail Order	3.4	17.30
Other Outlets	16.3	21.12
Total	100.0%	$19.66

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	465.0
1978	42.1	511.9
1979	36.2	506.4
1980	29.4	464.9
1981	34.1	616.4
1982	33.5	658.8

1976-79 projections based on family households; 1980-82 projections based on all households.

ATHLETIC AND SPORT FOOTWEAR

JOGGING/RUNNING SHOES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	12.7%	$31.38
Sport Specialty Stores	31.0	35.86
Pro Shops	2.2	34.00
Department Stores	21.6	21.41
Discount Stores	17.1	18.22
Catalog Showrooms	0.7	*
Mail Order	1.5	*
Other Outlets	13.2	24.27
Total	100.0%	$27.34

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	9.0	147.0
1978	13.0	238.6
1979	14.0	304.0
1980	16.3	397.3
1981	13.7	372.1
1982	15.4	421.0

1976-79 projections based on family households; 1980-82 projections based on all households.

RACQUETBALL SHOES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	19.4%	$ *
Sport Specialty Stores	41.8	31.41
Pro Shops	8.2	*
Department Stores	10.2	*
Discount Stores	9.2	*
Catalog Showrooms	1.0	*
Mail Order	2.0	*
Other Outlets	8.2	*
Total	100.0%	$27.13

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	29.6 (e)
1980	1.0	26.0
1981	1.1	28.0
1982	.9	25.3

1976-79 projections based on family households; 1980-82 projections based on all households.

ATHLETIC AND SPORT FOOTWEAR

SOCCER SHOES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	19.6%	$21.70
Sport Specialty Stores	35.4	23.13
Pro Shops	0.9	*
Department Stores	13.4	14.10
Discount Stores	19.2	10.95
Catalog Showrooms	0.4	*
Mail Order	0.4	*
Other Outlets	10.7	16.46
Total	100.0%	$18.45

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	3.5	51.5
1980	2.8	43.7
1981	2.2	43.1
1982	2.6	48.6

1976-79 projections based on family households; 1980-82 projections based on all households.

TENNIS SHOES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	10.7%	$27.75
Sport Specialty Stores	21.1	28.71
Pro Shops	3.2	31.20
Department Stores	27.0	21.42
Discount Stores	20.2	16.33
Catalog Showrooms	0.8	*
Mail Order	1.8	*
Other Outlets	15.2	21.58
Total	100.0%	$23.04

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	12.5**	183.9**
1977	29.0	389.5
1978	22.5	309.9
1979	20.5	317.3
1980	19.6	359.1
1981	12.7	283.8
1982	12.4	286.6

1976-79 projections based on family households; 1980-82 projections based on all households.

** Does not include tennis-style sport shoes.

ATHLETIC & SPORT EQUIPMENT

BASEBALL AND SOFTBALL EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Gloves	3,433	$24.93	$85,585	3%	(7%)
Bats	1,877	11.23	21,079		6 (a)
Balls			20,400		- (a)(b)
Uniforms			25,000		- (a)(b)
Total			$152,064		(3)

GLOVES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	19.0%	$35.05
Sport Specialty Stores	9.8	38.05
Pro Shops	1.4	*
Department Stores	20.6	19.69
Discount Stores	34.5	19.51
Catalog Showrooms	5.9	22.21
Mail Order	0.2	*
Other Outlets	8.6	21.00
Total	100.0%	$24.93

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	3.9	65.1
1977	4.6	81.0
1978	4.0	73.7
1979	4.2	80.3
1980	4.0	92.2
1981	3.3	92.0
1982	3.4	85.6

1976-79 projections based on family households; 1980-82 projections based on all households.

BASEBALL AND SOFTBALL EQUIPMENT

BATS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	21.3%	$15.31
Sport Specialty Stores	14.7	15.41
Pro Shops	0.5	*
Department Stores	18.1	9.48
Discount Stores	31.7	8.78
Catalog Showrooms	5.4	*
Mail Order	-	-
Other Outlets	8.3	*
Total	100.0%	$11.23

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	2.3	16.0
1979	2.4	18.6
1980	N.A.	19.9 (e)
1981	N.A.	19.9 (e)
1982	1.9	21.1

1976-79 projections based on family households; 1980-82 projections based on all households.

BASKETBALL EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Basketballs	2,362	$13.80	$32,596	(12%)	(15%)
Backboards	638	48.58	30,994		10 (a)
Total			$63,590		(4)

Note: 1980 and 1981 sales projections for backboards were revised upwards.

BASKETBALLS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	11.3%	$14.41
Sport Specialty Stores	4.6	*
Pro Shops	1.5	*
Department Stores	21.0	12.78
Discount Stores	46.2	13.21
Catalog Showrooms	7.2	*
Mail Order	1.5	*
Other Outlets	6.7	*
Total	100.0%	$13.80

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	3.8	37.7
1977	4.4	45.1
1978	3.0	33.9
1979	3.2	40.4
1980	3.2	39.7
1981	2.7	38.4
1982	2.3	32.6

1976-79 projections based on family households; 1980-82 projections based on all households.

BASKETBALL EQUIPMENT

BACKBOARDS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	9.0%	$ *
Sport Specialty Stores	6.4	*
Pro Shops	1.3	*
Department Stores	24.4	*
Discount Stores	44.8	45.80
Catalog Showrooms	9.0	*
Mail Order	-	
Other Outlets	5.1	*
Total	100.0%	$48.58

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	16.5 (e)
1977	.6	17.0
1978	N.A.	17.0 (e)
1979	.6	23.1
1980	N.A.	25.5 (e)
1981	N.A.	28.1 (e)
1982	.6	31.0

1976-79 projections based on family households; 1980-82 projections based on all households.

BOWLING ACCESSORIES

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Percent Increase(Decrease) vs. 1981 Dollars
Balls	2,000	$38.85	$77,700	(12%)	(3%)
Bags			25,600		(5) (a)(b)
Total			$103,300		(4)

BALLS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	7.0%	$ *
Sport Specialty Stores	14.0	41.86
Pro Shops	41.4	48.08
Department Stores	11.5	*
Discount Stores	17.8	24.79
Catalog Showrooms	1.9	*
Mail Order	-	
Other Outlets	6.4	*
Total	100.0%	$38.85

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	2.2	59.6
1977	2.4	67.9
1978	2.3	66.5
1979	2.2	67.9
1980	2.4	80.1
1981	2.3	80.4
1982	2.0	77.7

1976-79 projections based on family households; 1980-82 projections based on all households.

CAMPING EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Backpacks	3,131	$ 30.19	$ 94,525	20%	19%
Tents	1,982	101.96	202,085	12	10
Sleeping Bags			196,400		11 (b)
Lanterns	1,666	22.15	36,902	(17)	(19)
Camp Stoves	1,115	28.67	31,967		(9) (b)
Ice Chests			133,000		-(a)(b)
Heaters			9,800		7(a)(b)
Total			$704,679		6

Note: 1981 sales projections for camp stoves were revised.

OVERNIGHT STAYS IN NATIONAL PARK SERVICE-OPERATED CAMPGROUNDS[1]
(in thousands)

Year	Tents	Recreation Vehicles	Back Country	Total	Areas Reporting
1981	4,221.9	4,663.0	2,379.8	11,264.7	91
1980	3,735.0	4,578.5	2,395.2	10,708.7	91
1979	3,420.7	4,450.4	2,397.1	10,268.2	92
1978	3,775.5	5,353.6	2,589.8	11,718.9	94
1977	3,973.2	5,345.4	2,569.5	11,888.1	93
1976	3,870.3	5,397.0	2,608.9	11,876.2	92
1975	3,735.3	5,081.7	2,346.4	11,163.7	89
1974	3,791.5	4,620.3	2,172.2	10,584.0	89
1973	3,801.8	4,883.3	1,953.5	10,638.6	90

1. Prepared from data supplied by the National Park Service.

CAMPING EQUIPMENT

BACKPACKS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	15.7%	$43.53
Sport Specialty Stores	20.3	59.18
Pro Shops	-	-
Department Stores	17.0	18.75
Discount Stores	21.6	15.63
Catalog Showrooms	7.7	18.87
Mail Order	6.0	*
Other Outlets	11.7	18.17
Total	100.0%	$30.19

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	37.1
1977	1.6	36.0
1978	1.4	32.7
1979	1.6	40.5
1980	2.5	59.9
1981	2.6	79.2
1982	3.1	94.5

1976-79 projections based on family households; 1980-82 projections based on all households.

TENTS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	11.5%	$116.33
Sport Specialty Stores	13.4	133.80
Pro Shops	-	-
Department Stores	30.3	93.16
Discount Stores	23.5	73.80
Catalog Showrooms	4.7	*
Mail Order	14.3	130.46
Other Outlets	2.3	*
Total	100.0%	$101.96

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	120.9
1977	1.3	96.7
1978	1.5	109.7
1979	1.3	109.4
1980	1.8	181.5
1981	1.8	183.5
1982	2.0	202.1

1976-79 projections based on family households; 1980-82 projections based on all households.

CAMPING EQUIPMENT

LANTERNS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	9.9%	$ *
Sport Specialty Stores	7.8	*
Pro Shops	-	-
Department Stores	16.2	23.74
Discount Stores	43.8	22.01
Catalog Showrooms	8.8	*
Mail Order	5.7	*
Other Outlets	7.8	*
Total	100.0%	$22.15

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.2	37.5
1977	2.3	38.2
1978	2.0	32.1
1979	2.1	38.5
1980	N.A.	42.4 (e)
1981	2.0	45.8
1982	1.7	36.9

1976-79 projections based on family households; 1980-82 projections based on all households.

CAMP STOVES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	12.2%	$ *
Sport Specialty Stores	8.4	*
Pro Shops	-	-
Department Stores	23.7	30.68
Discount Stores	38.2	29.04
Catalog Showrooms	6.1	*
Mail Order	2.3	*
Other Outlets	9.1	*
Total	100.0%	$28.67

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	35.0 (e)
1977	N.A.	33.3 (e)
1978	1.3	31.9
1979	N.A.	32.0 (e)
1980	1.3	35.3
1981	N.A.	35.3 (e)
1982	1.1	32.0

1976-79 projections based on family households; 1980-82 projections based on all households.

EXERCISE EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Barbells/Weight Sets	2,782	$40.07	$111,475	3%	(17%)
Weight Benches	1,114	68.33	76,120		8 (a)
Jogging/mini-Trampolines	1,183	77.96	92,227		10 (a)
Stationary Exercise Bikes			175,500		8 (b)
Treadmills			8,200		6 (a)(b)
Rowing Machines			4,800		5 (a)(b)
Spring Tension Exercisers			17,900		10 (a)(b)
Jump Ropes			13,200		7 (a)(b)
Total			$499,422		1

Note: 1981 sales projections for weight benches were revised.

BARBELLS/WEIGHT SETS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	13.5%	$54.77
Sport Specialty Stores	5.5	*
Pro Shops	-	
Department Stores	36.0	37.39
Discount Stores	23.9	26.23
Catalog Showrooms	11.8	28.53
Mail Order	3.5	*
Other Outlets	5.8	*
Total	100.0%	$40.07

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.5	50.0
1978	1.7	57.0
1979	1.6	58.3
1980	2.9	134.6
1981	2.7	135.1
1982	2.8	111.5

1976-79 projections based on family households; 1980-82 projections based on all households.

EXERCISE EQUIPMENT

WEIGHT BENCHES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	8.4%	$ *
Sport Specialty Stores	3.1	*
Pro Shops	-	-
Department Stores	41.6	67.50
Discount Stores	26.9	48.60
Catalog Showrooms	7.7	*
Mail Order	10.0	*
Other Outlets	2.3	*
Total	100.0%	$68.33

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	1.0	49.4
1980	N.A.	74.1 (e)
1981	N.A.	70.5 (e)
1982	1.1	76.1

1976-79 projections based on family households; 1980-82 projections based on all households.

JOGGING/MINI-TRAMPOLINES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	15.3%	$ 74.00
Sport Specialty Stores	10.0	*
Pro Shops	1.3	*
Department Stores	18.7	74.46
Discount Stores	22.0	52.88
Catalog Showrooms	2.7	*
Mail Order	11.3	*
Other Outlets	18.7	108.93
Total	100.0%	$ 77.96

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	70.5 (e)
1982	1.2	92.2

1976-79 projections based on family households; 1980-82 projections based on all households.

FIREARMS AND HUNTING EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Shotguns	1,121	$203.13	$227,709	(11%)	8%
Rifles	1,401	147.15	206,157	(3)	(14)
Handguns	2,900	118.62	344,000	12	14 (a)(b)
Ammunition			515,000		1 (a)(b)
Reloading Equipment			49,000		- (a)(b)
Hunting Clothing			83,000		- (a)(b)
Airguns			57,000		(4)(a)(b)
Total			$1,481,866		2

NUMBER OF PAID HUNTING & FISHING LICENSE HOLDERS**

Fiscal	Paid Hunting License Holders	Paid Fishing License Holders
1981	16,638,584	29,277,241
1980	16,257,074	27,994,917
1979	16,551,886	27,947,397
1978	16,227,225	26,150,352
1977	16,197,015	27,324,396
1976	16,300,245	27,818,484
1975	16,597,807	27,516,895
1974	16,397,369	27,080,305
1973	15,509,314	26,212,001
1972	15,298,243	25,251,494
1971	15,973,327	25,747,478

** These statistics do not include persons who are exempt from paying a fee for fishing or hunting licenses. In addition, some people purchase licenses in more than one State and, therefore, are counted more than once.

FIREARMS AND HUNTING EQUIPMENT

SHOTGUNS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	17.3%	$ *
Sport Specialty Stores	22.7	243.15
Pro Shops	-	-
Department Stores	16.3	*
Discount Stores	21.0	170.02
Catalog Showrooms	4.5	*
Mail Order	2.8	*
Other Outlets	15.4	*
Total	100.0%	$203.13

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	200.0
1977	1.6	196.8
1978	1.6	221.7
1979	1.5	238.8
1980	1.5	235.4
1981	1.3	210.8
1982	1.1	227.7

1976-79 projections based on family households; 1980-82 projections based on all households.

RIFLES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	21.1%	$171.14
Sport Specialty Stores	24.8	182.76
Pro Shops	-	-
Department Stores	8.3	*
Discount Stores	16.5	92.26
Catalog Showrooms	7.6	*
Mail Order	3.7	*
Other Outlets	18.0	155.68
Total	100.0%	$147.15

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.0	200.0
1977	1.9	205.2
1978	1.9	228.8
1979	1.9	252.4
1980	1.7	239.2
1981	1.4	240.0
1982	1.4	206.2

1976-79 projections based on family households; 1980-82 projections based on all households.

FISHING TACKLE

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars	
Rod-Reel Combinations	6,263	$33.38	$209,059	(14%)	(15%)	
Reels - Separate			107,800		(5)	(b)
Rods - Separate			83,200		(5)(a)	(b)
Tackle Boxes	2,419	13.31	32,197		(3)(a)	
Lures			120,969		(3)(a)	
Lines, Terminal Tackle, & Other Accessories			32,934		(3)(a)	(b)
Total			$586,159		(8)	

ROD-REEL COMBINATIONS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	13.6%	$44.85
Sport Specialty Stores	10.8	48.11
Boat Dealers	1.2	*
Department Stores	17.6	28.35
Discount Stores	38.7	27.75
Catalog Showrooms	5.3	33.79
Mail Order	1.2	*
Other Outlets	11.6	33.39
Total	100.0%	$33.38

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	7.2	133.7
1977	8.5	176.0
1978	6.0	125.4
1979	5.0	139.6
1980	6.9	196.1
1981	7.3	245.7
1982	6.3	209.1

1976-79 projections based on family households; 1980-82 projections based on all households.

NATIONAL SPORTING GOODS ASSOCIATION

1699 Wall Street, Mount Prospect, Illinois 60056 ✳(312) 439-4000

TWX (910) 687-1061

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Publishers of
Sports Retailer

MEMORANDUM

FROM: Thomas B. Doyle
Director of Information & Research

SUBJECT: Brand Share Research

Each year NSGA does its research study "The Sporting Goods Market" as a service to its members. The study, prepared for us by the independent research company of Irwin Broh & Associates, attempts to delineate the size and scope of the sporting goods market. We constantly attempt to find ways to improve the quality of the information we are able to provide within the budget available.

Last year, in a pilot program, we gathered brand share data on selected product categories. Companies were asked to subscribe in advance. Only if a sufficient number of companies subscribed was the brand share data gathered. Last year those reports cost $300. The pilot program was successful, with 19 companies ordering reports.

After the pilot program, we received comments on the reports. Although we were able to provide major regional breakdowns of purchases by brand, we did not provide brand share data by type of outlet and retail price range. This year, in offering the brand share research to all, we will furnish the data showing type of outlet and retail price range. It will also include data by major geographic regions and household income.

The brand share data is based on a representative sample of 20,000 U.S. households. This sample panel is maintained by National Family Opinion Inc. The survey will cover purchases made during the 12-month period, October 1981 - September 1982. Using the 1981 report as a guide, we expect responses from 200 to 1,000 purchasers of each product.

Two hundred responses projects to approximately one million units in sales. Unless a product category has retail sales of one million units, the probability of sampling error is too high to include it in a brand share study.

On the following page, you will find a list of products for which you may subscribe to brand share reports. The cost of the first report is $300; the cost of the second, $240; the cost of each additional report, $220.

Samples of the formats to be used for the report(s) are on the back page.

Please feel free to contact me with any questions you have regarding this study.

ORDER FORM

CLOTHING

___ Bathing Suits
___ Parkas (Down or Fiber filled)
___ Warm-up Suits

FOOTWEAR

___ Baseball Shoes
___ Basketball Shoes
___ Golf Shoes
___ Gym Shoes/Sneakers
___ Jogging/Running Shoes
___ Racquetball Shoes
___ Soccer Shoes
___ Tennis Shoes

EQUIPMENT

___ Baseball and Softball Gloves
___ Baseball and Softball Bats
___ Basketballs
___ Bowling Balls

EQUIPMENT (con't)

___ Backpacks
___ Tents
___ Lanterns
___ Stoves

___ Jogging Trampolines
___ Weight Benches
___ Weight Sets/Barbells
___ Shotguns
___ Rifles

___ Tackle Boxes
___ Golf Clubs
___ Golf Balls
___ Golf Bags
___ Hockey Sticks

___ Racquetball Racquets
___ Soccer Balls
___ Tennis Racquets
___ Volleyballs

Please send the reports checked.
First report: $300. Second report: $240. Each additional report: $220.

Enclosed is a check for $_____. Acct. No. 90407

Send report(s) to:

Name_____ Title_____

Company_____

Address_____

City/State/Zip_____

Return to: National Sporting Goods Association, 1699 Wall St.,
Mt. Prospect, IL 60056 (312) 439-4000

BRAND

SAMPLES OF FORMATS TO BE USED

SPORTING GOODS PRODUCT

		OUTLET				PRICE PAID			
	TOTAL	DEPT./ DISCOUNT /CATALOG SHOWROOM	GENERAL SPORTING GOODS STORE	SPORTS SPEC'LTY STORE	OTHER	UNDER $30.00	$30.00- $49.99	$50.00- $69.99	$70.00 AND OVER
TOTAL HOUSEHOLDS BUYING PRODUCT	410	113	62	153	48	111	81	93	94
TOTAL ANSWERING	361 100.0	99 100.0	56 100.0	135 100.0	41 100.0	91 100.0	74 100.0	87 100.0	89 100.0
BRAND A	154 42.7	54 54.5	26 46.4	49 36.3	12 29.3	49 53.8	45 60.8	36 41.4	13 14.6
BRAND B	59 16.3	7 7.1	5 8.9	29 21.5	10 24.4		3 4.1	14 16.1	39 43.8
BRAND C	39 10.8	4 4.0	10 17.9	18 13.3	7 17.1		6 8.1	20 23.0	11 12.4
BRAND D	23 6.4	7 7.1	5 8.9	6 4.4	3 7.3	12 13.2	7 9.5	1 1.1	1 1.1
OTHER BRAND	86 23.8	27 27.3	10 17.9	33 24.4	9 22.0	30 33.0	13 17.6	16 18.4	25 28.1

PRICE PAID *

SPORTING GOODS PRODUCT

		OUTLET				PRICE PAID			
	TOTAL	DEPT./ DISCOUNT /CATALOG SHOWROOM	GENERAL SPORTING GOODS STORE	SPORTS SPEC'LTY STORE	OTHER	UNDER $30.00	$30.00- $49.99	$50.00- $69.99	$70.00 AND OVER
TOTAL HOUSEHOLDS BUYING PRODUCT	410	113	62	153	48	111	81	93	94
TOTAL ANSWERING	379 100.0	105 100.0	57 100.0	144 100.0	43 100.0	111 100.0	81 100.0	93 100.0	94 100.0
UNDER $20	67 17.7	41 39.0		11 7.6	11 25.6	67 60.4			
$20-$29.99	44 11.6	21 20.0	12 21.1	6 4.2	2 4.7	44 39.6			
$30-$39.99	40 10.6	15 14.3	9 15.8	11 7.6	3 7.0		40 49.4		
$40-$49.99	41 10.8	13 12.4	5 8.8	17 11.8	3 7.0		41 50.6		
$50-$59.99	42 11.1	5 4.8	10 17.5	21 14.6	4 9.3			42 45.2	
$60-$69.99	51 13.5	7 6.7	11 19.3	22 15.3	4 9.3			51 54.8	
$70-$99.99	63 16.6	3 2.9	7 12.3	35 24.3	11 25.6				63 67.0
$100 & OVER	31 8.2		3 5.3	21 14.6	5 11.6				31 33.0

* Similar formats will be used for type of outlet, geographic retions and household income.

FISHING TACKLE

TACKLE BOXES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	7.8%	$14.00
Sport Specialty Stores	8.1	18.90
Boat Dealers	.4	*
Department Stores	19.8	11.71
Discount Stores	52.3	12.41
Catalog Showrooms	5.8	*
Mail Order	1.6	*
Other Outlets	4.2	*
Total	100.0%	$13.31

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	2.6	25.8
1979	N.A.	23.5 (e)
1980	N.A.	24.7 (e)
1981	N.A.	33.2 (e)
1982	2.4	32.2

1976-79 projections based on family households; 1980-82 projections based on all households.

LURES

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Annual Expenditure
General Sporting Goods	18.6%	$26.42
Sport Specialty Stores	19.0	21.52
Boat Dealers	.9	*
Department Stores	12.8	11.42
Discount Stores	38.8	14.43
Catalog Showrooms	1.8	*
Mail Order	2.3	*
Other Outlets	5.8	15.86
Total	100.0%	$18.32

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		114.6
1980		120.3 (e)
1981		124.7 (e)
1982		121.0

1976-79 projections based on family households; 1980-82 projections based on all households.

GOLF EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Percent Increase(Decrease) vs. 1981 Dollars
Clubs (individual)	7,675	$33.32	$255,731	19%	28%
Balls (dozen)	11,630	13.44	156,307	5	9
Bags	1,261	49.74	62,722		20 (a)
Carts			18,000		5 (a)(b)
Total			$492,760		19

Note: 1980 and 1981 sales projections for bags have been revised

SET OF CLUBS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	8.1%	$192.79
Sport Specialty Stores	21.5	243.97
Pro Shops	38.9	312.70
Department Stores	7.0	146.95
Discount Stores	6.7	159.40
Catalog Showrooms	4.4	*
Mail Order	6.4	*
Other Outlets	7.0	134.48
Total	100.0%	$242.20

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units (clubs)	Dollars
1976	12.1	239.6
1977	11.0	236.2
1978	9.1	200.7
1979	8.7	216.6
1980	7.5	194.5
1981	6.5	199.9
1982	7.8	255.7

1976-79 projections based on family households; 1980-82 projections based on all households.

GOLF EQUIPMENT

BALLS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	14.3%	$13.13
Sport Specialty Stores	19.1	14.05
Pro Shops	28.6	15.57
Department Stores	6.6	*
Discount Stores	21.9	11.50
Catalog Showrooms	7.1	*
Mail Order	1.9	*
Other Outlets	0.5	*
Total	100.0%	$13.44

1976-1982 CONSUMER PURCHASES (in millions)

Year	Dozen	Dollars
1976	14.2	165.0
1977	12.6	149.5
1978	10.9	135.7
1979	11.0	131.4
1980	11.3	137.3
1981	11.1	143.3
1982	11.6	156.3

1976-79 projections based on family households; 1980-82 projections based on all households.

BAGS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	8.1%	$ *
Sport Specialty Stores	21.6	51.03
Pro Shops	36.6	56.13
Department Stores	10.8	*
Discount Stores	12.9	*
Catalog Showrooms	6.7	*
Mail Order	2.0	*
Other Outlets	1.3	*
Total	100.0%	$49.74

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.4	43.2
1977	1.1	36.2
1978	1.0	34.2
1979	N.A.	38.3 (e)
1980	N.A.	42.1 (e)
1981	N.A.	52.3 (e)
1982	1.3	62.7

1976-79 projections based on family households; 1980-82 projections based on all households.

ICE SKATES AND HOCKEY EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Figure Skates			$29,600		(5%)(a)(b)
Hockey Skates			31,200		(5) (b)
Hockey Sticks	1,189	$9.54	11,343		(5) (a)
Uniforms and Protective Equipment			15,200		(5) (a)(b)
Total			$87,343		(5)

HOCKEY STICKS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	38.4%	$ *
Sport Specialty Stores	23.1	*
Pro Shops	-	*
Department Stores	7.7	*
Discount Stores	30.8	*
Catalog Showrooms	-	*
Mail Order	-	*
Other Outlets	-	*
Total	100.0%	$ 9.54

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	.9	6.5
1980	N.A.	11.8 (e)
1981	N.A.	11.9 (e)
1982	1.2	11.3

1976-79 projections based on family households; 1980-82 projections based on all households.

RACQUETBALL EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Racquets	1,764	$28.08	$49,533	(32%)	(29%)
Balls (can of 2)			22,300		(7)(b)
Total			$71,833		(23)

RACQUETS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	16.8%	$30.45
Sport Specialty Stores	13.7	*
Pro Shops	6.1	*
Department Stores	18.3	20.13
Discount Stores	22.2	22.03
Catalog Showrooms	14.5	*
Mail Order	0.7	*
Other Outlets	7.7	*
Total	100.0%	$28.08

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	.8	14.1
1977	1.9	34.3
1978	2.7	50.7
1979	4.0	82.5
1980	2.8	65.8
1981	2.6	69.8
1982	1.8	49.5

1976-79 projections based on family households; 1980-82 projections based on all households.

SNOW SKIING EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Cross-Country					
Skis	410	$86.26	$ 35,367	(1%)	-
Boots			28,200		(6) (a)(b)
Bindings			9,800		- (a)(b)
Poles			9,200		(3) (a)(b)
Total Cross-Country			$ 82,567		(2)
Downhill					
Skis	588	$163.52	$ 96,150	(2%)	5%
Boots			100,900		20 (a)(b)
Bindings			42,500		22 (a)(b)
Poles			9,600		(20) (a)(b)
Total Downhill			$249,150		12
Total Snow Skiing			$331,717		8

Note: 1980 and 1981 cross-country ski sales were revised. Downhill ski sales for 1981 were revised.

SNOW SKIING EQUIPMENT

CROSS-COUNTRY SKIS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	33.9%	$95.73
Sport Specialty Stores	55.3	84.57
Pro Shops	3.6	*
Department Stores	3.6	*
Discount Stores	1.8	*
Catalog Showrooms	-	-
Mail Order	-	-
Other Outlets	1.8	*
Total	100.0%	$86.26

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	(combined with Downhill)	
1977	(combined with Downhill)	
1978	.9	59.6
1979	.9	70.6
1980	.6	48.0
1981	.4	35.3
1982	.4	35.4

1976-79 projections based on family households; 1980-82 projections based on all households.

DOWNHILL SKIS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	20.7%	$154.39
Sport Specialty Stores	62.1	170.86
Pro Shops	4.6	*
Department Stores	2.3	*
Discount Stores	1.1	*
Catalog Showrooms	-	-
Mail Order	-	-
Other Outlets	9.2	*
Total	100.0%	$163.52

** Includes cross-country skis.

1976-1982 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.2**	139.5**
1977	1.4**	151.2**
1978	1.0	120.0
1979	.9	119.1
1980	.7	117.6
1981	.6	91.6
1982	.6	96.2

1976-79 projections based on family households; 1980-82 projections based on all

SOCCER EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Balls	2,250	$14.24	$32,040	1%	13%
Uniforms			26,300		10 (a)(b)
Total			$58,340		12

SOCCER BALLS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	14.7%	$18.26
Sport Specialty Stores	12.2	*
Pro Shops	0.6	*
Department Stores	14.7	13.48
Discount Stores	35.4	11.71
Catalog Showrooms	9.0	*
Mail Order	2.5	*
Other Outlets	10.9	*
Total	100.0%	$14.24

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.4	13.8
1978	1.9	21.8
1979	2.1	24.1
1980	2.6	29.4
1981	2.2	28.3
1982	2.2	32.0

1976-79 projections based on family households; 1980-82 projections based on all households.

TENNIS EQUIPMENT

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Percent Increase(Decrease) vs. 1981 Dollars
Rackets	2,960	$53.16	$157,354	-	20%
Balls (can of 3)			129,200		6 (b)
Total			$286,554		13

RACKETS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	21.2%	$54.14
Sport Specialty Stores	23.4	72.48
Pro Shops	9.1	110.05
Department Stores	7.8	*
Discount Stores	20.3	20.53
Catalog Showrooms	8.3	*
Mail Order	4.3	*
Other Outlets	5.6	*
Total	100.0%	$53.16

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	8.6	183.7
1977	8.3	174.7
1978	4.9	137.0
1979	4.1	125.4
1980	3.4	121.8
1981	3.0	131.6
1982	3.0	157.4

1976-79 projections based on family households; 1980-82 projections based on all households.

VOLLEYBALLS AND BADMINTON SETS

1982 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Increase(Decrease) vs. 1981 Units	Dollars
Volleyballs	629	$15.04	$ 9,460		(6%)(a)
Badminton Sets			13,500		(7) (a)(b)
Total			$22,960		(7)

Note: 1980 and 1981 sales projections were revised for volleyballs and badminton sets.

VOLLEYBALLS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	17.8%	$ *
Sport Specialty Stores	12.3	*
Pro Shops	-	*
Department Stores	16.4	*
Discount Stores	39.8	11.62
Catalog Showrooms	2.8	*
Mail Order	1.3	*
Other Outlets	9.6	*
Total	100.0%	$15.04

1976-1982 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.3	10.6
1978	N.A.	11.7(e)
1979	1.0	11.4
1980	N.A.	10.7(e)
1981	N.A.	10.1(e)
1982	.6	9.5

1976-79 projections based on family households; 1980-82 projections based on all households.

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The geographic regions referred to are shown on the map below.

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	--Athletic & Sport Clothing-- Bathing Suits	Parkas	Shorts
New England	5.5%	6.6%	11.4%	4.2%
Middle Atlantic	16.4	19.7	24.4	19.0
East North Central	18.6	15.4	22.1	17.5
West North Central	8.0	4.9	5.8	6.5
South Atlantic	16.0	20.1	11.0	15.0
East South Central	6.2	4.4	2.3	4.3
West South Central	10.3	10.2	4.0	11.1
Mountain	4.9	4.2	9.6	4.1
Pacific	14.1	14.5	9.4	18.3
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	36.6%	17.8%	16.3%	16.1%
$15,000 - $24,999	26.3	23.3	25.8	26.3
$25,000 - $34,999	19.3	27.1	19.6	26.8
$35,000 & Over	17.8	31.8	38.3	30.8
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	15.0%	5.0%	3.7%	5.2%
High School	31.0	23.6	16.5	22.8
Some College	23.2	25.9	20.8	25.7
College Graduate	30.8	45.5	59.0	46.3
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

	----Athletic & Sport Clothing---			
Geographic Region	Skiwear	Tennis Clothing	Warm-up Suits	Baseball Shoes
New England	7.4%	6.9%	5.5%	3.9%
Middle Atlantic	23.2	20.8	21.3	14.2
East North Central	16.8	11.5	19.2	19.2
West North Central	6.8	1.4	8.9	11.7
South Atlantic	6.8	17.3	11.7	15.2
East South Central	0.5	8.3	3.9	6.3
West South Central	12.5	12.7	7.1	9.9
Mountain	10.4	2.0	4.6	4.5
Pacific	15.6	19.1	17.8	15.1
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	7.5%	10.9%	15.4%	18.4%
$15,000 - $24,999	19.6	16.1	23.2	29.5
$25,000 - $34,999	19.4	19.1	26.2	28.8
$35,000 & Over	53.5	53.9	35.2	23.3
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	2.1%	1.3%	3.9%	3.7%
High School	14.3	12.3	22.2	24.1
Some College	16.6	17.3	23.7	31.7
College Graduate	67.0	69.1	50.2	40.5
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	-----Athletic & Sport Footwear----- Basketball Shoes	Golf Shoes	Gym Shoes/ Sneakers
New England	5.5%	5.3%	8.9%	7.9%
Middle Atlantic	16.4	15.7	14.7	23.0
East North Central	18.6	21.0	26.2	19.8
West North Central	8.0	11.7	6.3	8.5
South Atlantic	16.0	14.0	15.6	13.9
East South Central	6.2	4.5	3.3	4.9
West South Central	10.3	10.1	5.0	6.3
Mountain	4.9	7.1	4.9	3.9
Pacific	14.1	10.6	15.1	11.8
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	36.6%	17.2%	9.7%	18.0%
$15,000 - $24,999	26.3	29.4	21.0	26.9
$25,000 - $34,999	19.3	29.1	27.8	30.1
$35,000 & Over	17.8	24.3	41.5	25.0
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	15.0%	4.6%	2.4%	5.6%
High School	31.0	34.4	17.5	32.8
Some College	23.2	22.9	23.8	24.1
College Graduate	30.8	38.1	56.3	37.5
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Athletic & Sport Footwear: Running/ Jogging Shoes	Racquetball Shoes	Soccer Shoes	Tennis Shoes
New England	6.9%	2.2%	5.6%	2.5%
Middle Atlantic	17.1	13.9	18.2	10.1
East North Central	15.8	21.1	15.1	15.0
West North Central	7.4	7.8	6.9	9.7
South Atlantic	14.9	14.9	13.7	17.3
East South Central	4.5	6.1	4.1	7.6
West South Central	8.5	9.5	9.1	13.3
Mountain	7.3	5.4	5.3	5.1
Pacific	17.6	19.1	22.0	19.4
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	16.0%	16.1%	10.0%	19.7%
$15,000 - $24,999	25.5	32.4	20.3	24.4
$25,000 - $34,999	28.5	25.9	34.0	26.5
$35,000 & Over	30.0	25.6	35.7	29.4
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	4.6%	1.2%	3.2%	6.0%
High School	19.2	10.2	18.8	26.6
Some College	20.2	16.9	23.1	22.4
College Graduate	56.0	71.7	54.9	45.0
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	Baseball ---Equipment--- Gloves	Bats	Basketballs
New England	5.5%	5.0%	6.2%	7.1%
Middle Atlantic	16.4	21.5	19.6	17.4
East North Central	18.6	23.2	20.8	20.0
West North Central	8.0	5.4	7.9	7.6
South Atlantic	16.0	12.3	10.3	15.4
East South Central	6.2	3.5	4.1	4.3
West South Central	10.3	9.6	15.9	12.0
Mountain	4.9	8.2	4.9	4.7
Pacific	14.1	11.3	10.3	11.5
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	36.6%	19.1%	18.7%	17.6%
$15,000 - $24,999	26.3	31.1	32.2	30.3
$25,000 - $34,999	19.3	27.5	22.6	29.1
$35,000 & Over	17.8	22.3	26.5	23.0
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	15.0%	3.6%	5.5%	10.4%
High School	31.0	31.9	27.8	32.3
Some College	23.2	27.0	21.0	23.2
College Graduate	30.8	37.5	45.7	34.1
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Backboards	Bowling Balls	-Camping Equipment- Backpacks	Tents
New England	5.1%	5.4%	4.7%	7.4%
Middle Atlantic	19.0	25.9	12.8	16.7
East North Central	25.9	24.8	15.5	22.7
West North Central	11.5	8.5	4.8	6.6
South Atlantic	21.0	10.7	11.4	10.6
East South Central	5.0	2.5	5.3	2.3
West South Central	5.3	5.0	11.7	8.1
Mountain	1.1	6.6	7.4	7.6
Pacific	6.1	10.6	26.4	18.0
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	6.2%	24.4%	26.0%	23.6%
$15,000 - $24,999	20.1	30.8	27.6	34.3
$25,000 - $34,999	32.9	22.5	24.0	21.9
$35,000 & Over	40.8	22.3	22.4	20.2
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	3.6%	7.9%	3.9%	6.1%
High School	33.9	45.7	17.9	26.9
Some College	15.7	28.0	19.7	23.5
College Graduate	46.8	18.4	58.5	43.5
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	-Camping Equipment- Lanterns	Camp Stoves	Barbells/ Weight Sets
New England	5.5%	5.7%	3.5%	4.0%
Middle Atlantic	16.4	11.4	7.3	15.4
East North Central	18.6	19.9	21.1	24.1
West North Central	8.0	5.7	4.1	4.1
South Atlantic	16.0	8.9	14.9	16.8
East South Central	6.2	5.2	6.6	2.5
West South Central	10.3	12.5	9.8	14.9
Mountain	4.9	8.1	5.6	3.0
Pacific	14.1	22.6	27.1	15.2
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	36.6%	25.1%	19.4%	18.3%
$15,000 - $24,999	26.3	25.8	27.1	31.2
$25,000 - $34,999	19.3	29.9	27.7	21.7
$35,000 & Over	17.8	19.2	25.8	28.8
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	15.0%	3.8%	5.4%	4.0%
High School	31.0	28.9	24.4	25.5
Some College	23.2	27.1	19.2	22.4
College Graduate	30.8	40.2	51.0	48.1
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	-----Exercise Equipment---- Jogging/ Mini-Trampolines	Weight Benches	Firearms & Hunting ----Equipment----- Rifles	Shotguns
New England	4.4%	7.1%	4.3%	4.8%
Middle Atlantic	6.7	14.0	9.8	5.4
East North Central	16.5	24.3	7.4	17.3
West North Central	17.2	7.0	9.7	8.9
South Atlantic	11.2	15.3	18.5	24.2
East South Central	2.7	4.9	15.9	13.4
West South Central	7.4	11.2	12.7	12.2
Mountain	6.9	3.2	11.9	4.2
Pacific	27.0	13.0	9.8	9.6
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	26.4%	16.5%	27.3%	20.0%
$15,000 - $24,999	14.8	39.4	27.1	28.3
$25,000 - $34,999	23.3	23.6	22.4	25.6
$35,000 & Over	35.5	20.5	23.2	26.1
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	6.5%	10.2%	9.3%	5.6%
High School	30.9	26.7	31.0	38.3
Some College	23.0	22.3	30.3	25.5
College Graduate	39.6	40.8	29.4	30.6
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	Fishing Tackle: Rod-Reel Combinations	Fishing Tackle: Tackle Boxes	Fishing Tackle: Lures
New England	5.5%	4.3%	4.8%	3.8%
Middle Atlantic	16.4	12.7	17.3	12.3
East North Central	18.6	20.0	17.7	24.0
West North Central	8.0	6.8	6.4	12.8
South Atlantic	16.0	15.7	16.4	11.0
East South Central	6.2	7.0	6.1	6.9
West South Central	10.3	16.7	14.0	9.5
Mountain	4.9	4.8	3.3	4.6
Pacific	14.1	12.0	14.0	15.1
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	36.6%	27.3%	28.8%	23.4%
$15,000 - $24,999	26.3	26.8	23.9	26.0
$25,000 - $34,999	19.3	20.5	25.5	28.6
$35,000 & Over	17.8	25.4	21.8	22.0
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	15.0%	8.0%	8.6%	6.6%
High School	31.0	34.1	28.7	26.6
Some College	23.2	25.9	27.7	27.3
College Graduate	30.8	32.0	35.0	39.5
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

	Golf			
Geographic Region	Clubs	Balls	Bags	Hockey Sticks
New England	8.6%	5.4%	8.4%	16.0%
Middle Atlantic	16.9	15.8	13.7	28.5
East North Central	19.6	24.0	26.1	22.4
West North Central	7.6	8.2	7.5	19.2
South Atlantic	16.4	17.8	18.2	-
East South Central	4.1	5.7	4.2	-
West South Central	6.8	6.1	4.5	-
Mountain	7.7	6.5	7.4	-
Pacific	12.3	10.5	10.0	13.9
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	8.2%	10.0%	6.9%	3.8%
$15,000 - $24,999	21.1	20.8	15.8	34.6
$25,000 - $34,999	23.1	26.5	24.5	28.1
$35,000 & over	47.6	42.7	52.8	33.5
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	1.9%	1.8%	1.1%	6.4%
High School	24.7	17.8	13.3	10.9
Some College	17.0	19.8	20.3	18.4
College Graduate	56.4	60.6	65.3	64.3
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Total U.S. Households	Racquetball Racquets	--Skiing Equipment-- Cross-Country Skis	Downhill Skis
New England	5.5%	7.3%	11.0%	12.7%
Middle Atlantic	16.4	15.1	21.1	26.9
East North Central	18.6	9.7	36.4	17.2
West North Central	8.0	7.4	8.7	1.5
South Atlantic	16.0	10.4	2.4	6.6
East South Central	6.2	5.1	2.5	1.8
West South Central	10.3	9.8	-	3.2
Mountain	4.9	10.4	7.5	10.7
Pacific	14.1	24.8	10.4	19.4
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	36.6%	12.7%	15.9%	12.5%
$15,000 - $24,999	26.3	22.8	21.6	25.9
$25,000 - $34,999	19.3	27.7	25.1	20.2
$35,000 & Over	17.8	36.8	37.4	41.4
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	15.0%	0.7%	2.0%	4.8%
High School	31.0	14.5	10.3	10.0
Some College	23.2	20.8	17.0	23.9
College Graduate	30.8	64.0	70.7	61.3
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1982 CONSUMER PURCHASES

Geographic Region	Soccer Balls	Tennis Rackets	Volleyballs
New England	5.8%	6.8%	10.2%
Middle Atlantic	18.5	19.4	4.8
East North Central	16.8	14.5	19.2
West North Central	4.1	3.0	7.1
South Atlantic	16.3	14.5	6.5
East South Central	3.8	4.2	6.1
West South Central	8.2	12.3	6.7
Mountain	7.6	5.2	5.7
Pacific	18.9	20.1	33.7
Total	100.0%	100.0%	100.0%
Annual Household Income			
Under $15,000	12.9%	10.9%	22.2%
$15,000 - $24,999	22.1	17.0	43.9
$25,000 - $34,999	34.0	26.4	19.1
$35,000 & Over	31.0	45.7	14.8
Total	100.0%	100.0%	100.0%
Education of Head of Household			
Less than High School	4.1%	1.6%	2.7%
High School	17.0	11.1	15.1
Some College	25.3	19.7	22.7
College Graduate	53.6	67.6	59.5
Total	100.0%	100.0%	100.0%

REGIONAL SHARE OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.

REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND	
Percent of U.S. Households	5.5%
Hockey Sticks	16.0
Downhill Skis	12.7
Parkas	11.4
Cross-Country Skis	11.0
Volleyballs	10.2
Golf Shoes	8.9
Golf Clubs	8.6
Golf Bags	8.4
Gym Shoes/Sneakers	7.9
Skiwear	7.4
Tents	7.4
Racquetball Racquets	7.3
Basketballs	7.1
Weight Benches	7.1
Running/Jogging Shoes	6.9
Tennis Clothing	6.9
Tennis Rackets	6.8
Bathing Suits	6.6
Baseball Bats	6.2
Soccer Balls	5.8
Lanterns	5.7
Soccer Shoes	5.6
Warm-up Suits	5.5
Bowling Balls	5.4
Golf Balls	5.4
Basketball Shoes	5.3
Backboards	5.1
Baseball Gloves	5.0
Shotguns	4.8
Tackle Boxes	4.8
Backpacks	4.7
Jogging/ Mini Trampolines	4.4
Rifles	4.3
Rod-Reel Combinations	4.3
Shorts - Elastic Waist	4.2
Barbells/Weight Sets	4.0
Baseball Shoes	3.9
Lures	3.8
Camp Stoves	3.5
Tennis Shoes	2.5
Racquetball Shoes	2.2

MIDDLE ATLANTIC	
Percent of U.S. Households	16.4%
Hockey Sticks	28.5
Downhill Skis	26.9
Bowling Balls	25.9
Parkas	24.4
Skiwear	23.2
Gym Shoes/Sneakers	23.0
Baseball Gloves	21.5
Warm-up Suits	21.3
Cross-Country Skis	21.1
Tennis Clothing	20.8
Bathing Suits	19.7
Baseball Bats	19.6
Tennis Rackets	19.4
Backboards	19.0
Shorts- Elastic Waist	19.0
Soccer Balls	18.5
Soccer Shoes	18.2
Basketballs	17.4
Tackle Boxes	17.3
Running/Jogging Shoes	17.1
Golf Clubs	16.9
Tents	16.7
Golf Balls	15.8
Basketball Shoes	15.7
Barbells/Weight Sets	15.4
Racquetball Racquets	15.1
Golf Shoes	14.7
Baseball Shoes	14.2
Weight Benches	14.0
Racquetball Shoes	13.9
Golf Bags	13.7
Backpacks	12.8
Rod-Reel Combinations	12.7
Lures	12.3
Lanterns	11.4
Tennis Shoes	10.1
Rifles	9.8
Camp Stoves	7.3
Jogging/Mini Trampolines	6.7
Shotguns	5.4
Volleyballs	4.8

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL		WEST NORTH CENTRAL	
Percent of U.S. Households	18.6%	Percent of U.S. Households	8.0%
Cross-Country Skis	36.4	Hockey Sticks	19.2
Golf Shoes	26.2	Jogging/Mini Trampolines	17.2
Golf Bags	26.1	Lures	12.8
Backboards	25.9	Baseball Shoes	11.7
Bowling Balls	24.8	Basketball Shoes	11.7
Weight Benches	24.3	Backboards	11.5
Barbells/Weight Sets	24.1	Rifles	9.7
Golf Balls	24.0	Tennis Shoes	9.7
Lures	24.0	Shotguns	8.9
Baseball Gloves	23.2	Warm-up Suits	8.9
Tents	22.7	Cross-Country Skis	8.7
Hockey Sticks	22.4	Bowling Balls	8.5
Parkas	22.1	Gym Shoes/Sneakers	8.5
Camp Stoves	21.1	Golf Balls	8.2
Racquetball Shoes	21.1	Baseball Bats	7.9
Basketball Shoes	21.0	Racquetball Shoes	7.8
Baseball Bats	20.8	Basketballs	7.6
Basketballs	20.0	Golf Clubs	7.6
Rod-Reel Combinations	20.0	Golf Bags	7.5
Lanterns	19.9	Racquetball Racquets	7.4
Gym Shoes/Sneakers	19.8	Running/Jogging Shoes	7.4
Golf Clubs	19.6	Volleyballs	7.1
Baseball Shoes	19.2	Weight Benches	7.0
Volleyballs	19.2	Soccer Shoes	6.9
Warm-up Suits	19.2	Rod-Reel Combinations	6.8
Tackle Boxes	17.7	Skiwear	6.8
Shorts - Elastic Waist	17.5	Tents	6.6
Shotguns	17.3	Shorts - Elastic Waist	6.5
Downhill Skis	17.2	Tackle Boxes	6.4
Skiwear	16.8	Golf Shoes	6.3
Soccer Balls	16.8	Parkas	5.8
Jogging/Mini Trampolines	16.5	Lanterns	5.7
Running/Jogging Shoes	15.8	Baseball Gloves	5.4
Backpacks	15.5	Bathing Suits	4.9
Bathing Suits	15.4	Backpacks	4.8
Soccer Shoes	15.1	Camp Stoves	4.1
Tennis Shoes	15.0	Barbells/Weight Sets	4.1
Tennis Rackets	14.5	Soccer Balls	4.1
Tennis Clothing	11.5	Tennis Rackets	3.0
Racquetball Racquets	9.7	Downhill Skis	1.5
Rifles	7.4	Tennis Clothing	1.4

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC		EAST SOUTH CENTRAL	
Percent of U.S. Households	16.0%	Percent of U.S. Households	6.2%
Shotguns	24.2	Rifles	15.9
Backboards	21.0	Shotguns	13.4
Bathing Suits	20.1	Tennis Clothing	8.3
Rifles	18.5	Tennis Shoes	7.6
Golf Bags	18.2	Rod-Reel Combinations	7.0
Golf Balls	17.8	Lures	6.9
Tennis Clothing	17.3	Camp Stoves	6.6
Tennis Shoes	17.3	Baseball Shoes	6.3
Barbells/Weight Sets	16.8	Racquetball Shoes	6.1
Golf Clubs	16.4	Tackle Boxes	6.1
Tackle Boxes	16.4	Volleyballs	6.1
Soccer Balls	16.3	Golf Balls	5.7
Rod-Reel Combinations	15.7	Backpacks	5.3
Golf Shoes	15.6	Lanterns	5.2
Basketballs	15.4	Racquetball Racquets	5.1
Weight Benches	15.3	Backboards	5.0
Baseball Shoes	15.2	Gym Shoes/Sneakers	4.9
Shorts - Elastic Waist	15.0	Weight Benches	4.9
Camp Stoves	14.9	Basketball Shoes	4.5
Racquetball Shoes	14.9	Running/Jogging Shoes	4.5
Running/Jogging Shoes	14.9	Bathing Suits	4.4
Tennis Rackets	14.5	Basketballs	4.3
Basketball Shoes	14.0	Shorts - Elastic Waist	4.3
Gym Shoes/Sneakers	13.9	Golf Bags	4.2
Soccer Shoes	13.7	Tennis Rackets	4.2
Baseball Gloves	12.3	Baseball Bats	4.1
Warm-up Suits	11.7	Golf Clubs	4.1
Backpacks	11.4	Soccer Shoes	4.1
Jogging/Mini Trampolines	11.2	Warm-up Suits	3.9
Lures	11.0	Soccer Balls	3.8
Parkas	11.0	Baseball Gloves	3.5
Bowling Balls	10.7	Golf Shoes	3.3
Tents	10.6	Jogging/Mini Trampolines	2.7
Racquetball Racquets	10.4	Barbells/Weight Sets	2.5
Baseball Bats	10.3	Bowling Balls	2.5
Lanterns	8.9	Cross-Country Skis	2.5
Skiwear	6.8	Parkas	2.3
Downhill Skis	6.6	Tents	2.3
Volleyballs	6.5	Downhill Skis	1.8
Cross-Country Skis	2.4	Skiwear	0.5
Hockey Sticks	-	Hockey Sticks	-

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL		MOUNTAIN	
Percent of U.S. Households	10.3%	Percent of U.S. Households	4.9%
Rod-Reel Combinations	16.7	Rifles	11.9
Baseball Bats	15.9	Downhill Skis	10.7
Barbells/Weight Sets	14.9	Racquetball Racquets	10.4
Tackle Boxes	14.0	Skiwear	10.4
Tennis Shoes	13.3	Parkas	9.6
Rifles	12.7	Baseball Gloves	8.2
Tennis Clothing	12.7	Lanterns	8.1
Lanterns	12.5	Golf Clubs	7.7
Skiwear	12.5	Soccer Balls	7.6
Tennis Rackets	12.3	Tents	7.6
Shotguns	12.2	Cross-Country Skis	7.5
Basketballs	12.0	Backpacks	7.4
Backpacks	11.7	Golf Bags	7.4
Weight Benches	11.2	Running/Jogging Shoes	7.3
Shorts - Elastic Waist	11.1	Basketball Shoes	7.1
Bathing Suits	10.2	Jogging/Mini Trampolines	6.9
Basketball Shoes	10.1	Bowling Balls	6.6
Baseball Shoes	9.9	Golf Balls	6.5
Camp Stoves	9.8	Volleyballs	5.7
Racquetball Racquets	9.8	Camp Stoves	5.6
Baseball Gloves	9.6	Racquetball Shoes	5.4
Lures	9.5	Soccer Shoes	5.3
Racquetball Shoes	9.5	Tennis Rackets	5.2
Soccer Shoes	9.1	Tennis Shoes	5.1
Running/Jogging Shoes	8.5	Baseball Bats	4.9
Soccer Balls	8.2	Golf Shoes	4.9
Tents	8.1	Rod-Reel Combinations	4.8
Jogging/Mini Trampolines	7.4	Basketballs	4.7
Warm-up Suits	7.1	Lures	4.6
Golf Clubs	6.8	Warm-up Suits	4.6
Volleyballs	6.7	Baseball Shoes	4.5
Gym Shoes/Sneakers	6.3	Bathing Suits	4.2
Golf Balls	6.1	Shotguns	4.2
Backboards	5.3	Shorts-Elastic Waist	4.1
Bowling Balls	5.0	Gym Shoes/Sneakers	3.9
Golf Shoes	5.0	Tackle Boxes	3.3
Golf Bags	4.5	Weight Benches	3.2
Parkas	4.0	Barbells/Weight Sets	3.0
Downhill Skis	3.2	Tennis Clothing	2.0
Cross-Country Skis	-	Backboards	1.1
Hockey Sticks	-	Hockey Sticks	-

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	14.1%
Volleyballs	33.7
Camp Stoves	27.1
Jogging/Mini Trampolines	27.0
Backpacks	26.4
Racquetball Racquets	24.8
Lanterns	22.6
Soccer Shoes	22.0
Tennis Rackets	20.1
Downhill Skis	19.4
Tennis Shoes	19.4
Racquetball Shoes	19.1
Tennis Clothing	19.1
Soccer Balls	18.9
Shorts - Elastic Waist	18.3
Tents	18.0
Warm-up Suits	17.8
Running/Jogging Shoes	17.6
Skiwear	15.6
Barbells/Weight Sets	15.2
Baseball Shoes	15.1
Golf Shoes	15.1
Lures	15.1
Bathing Suits	14.5
Tackle Boxes	14.0
Hockey Sticks	13.9
Weight Benches	13.0
Golf Clubs	12.3
Rod-Reel Combinations	12.0
Gym Shoes/Sneakers	11.8
Basketballs	11.5
Baseball Gloves	11.3
Basketball Shoes	10.6
Bowling Balls	10.6
Golf Balls	10.5
Cross-Country Skis	10.4
Baseball Bats	10.3
Golf Bags	10.0
Rifles	9.8
Shotguns	9.6
Parkas	9.4
Backboards	6.1